

Appl. No. 09/834,855  
Amdt. dated September 19, 2005  
Reply to Office Action of May 9, 2005

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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A method for promoting products with a central server over a computer network comprises:
  - receiving a specification of a promotion for a product from a first computer,
  - creating an electronic incentive in response to the specification;
  - transferring the electronic incentive to an application server across the computer network, wherein the application server is coupled to a merchant server;
  - receiving usage data of the electronic incentive from the application server, wherein the usage data is determined in response to a promotion usage condition of an instance of the electronic incentive indicated by the merchant application server; and
  - generating a report in response to the usage data;
  - wherein the instance of the electronic incentive is instantiated in response to an invocation of a method on a service object stored in the application server by the merchant server;
  - wherein data associated with the instance of the electronic incentive is transferred from stored in the application server and is queried by [[to]] the merchant server;
  - wherein the merchant server specifies rendering of the data associated with the electronic incentive in response to a query of the instance of the electronic incentive ; and
  - wherein the promotion usage condition is indicated in the merchant application server when a user coupled to the merchant server thereto fulfills requirements pre-conditions of the instance of the electronic incentive.
2. (Original) The method of claim 1 wherein the electronic incentive comprises an offer selected from the group: cents off, percent discount, price point, buy X get Y free, solution selling, promotion content.
3. (Original) The method of claim 1 wherein the electronic incentive comprises a delivery method selected from the group: non-targeted, targeted category, targeted usage, targeted brand, targeted market.
4. (Original) The method of claim 3 wherein the electronic incentive comprises a tracking code.
5. (Original) The method of claim 3 wherein the electronic incentive comprises calendar data selected from the group: effective data, expiration date.

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6. (Original) The method of claim 3 wherein the electronic incentive comprises a network computer address.

7. (Original) The method of claim 4 wherein the usage data from the application server comprises data selected from the group: demographic data of the user, a geographic indicator of the user, a number of products purchased by the user, currency value of products purchased by the user, a list of products purchased by the user, the tracking code.

8. (Currently amended) A method for a merchant server coupled to a client system comprises:

~~requesting promotions from invoking an evaluation service object within an application server coupled to the merchant server for promotions, wherein an instance of a promotion object is created in the application server in response thereto ;~~  
~~querying the instance of the promotion object within the application server for receiving a description of [[a]] the promotion from the application server, wherein the description including includes pre-conditions and , a user benefit [[:]] and~~  
~~determining an output representation of the promotion in response to the description of the promotion; thereafter~~  
~~transmitting the output representation of the description promotion to a client system for display to a user;~~  
~~receiving a selection of at least one item from the client system;~~  
~~transmitting the selection of the at least one item to the application server;~~  
~~invoking a savings method in a service object within the application server to determine a savings amount, wherein when the savings amount comprises the user benefit when application server determines that the selection of the at least one item fulfills the pre-conditions , the method includes receiving an indication that the user is provided with the user benefit from the application server; and thereafter~~  
~~storing in a log a record that providing the user with a visual indication of is provided with the user benefit.~~

9. (Currently amended) The method of claim 8 wherein the user benefit is selected from ~~the class a group consisting of:~~ cents off, percent discount, price point, buy X get Y free, solution selling, promotion content.

10. (Currently amended) The method of claim 8 wherein ~~receiving the description of the promotion comprises receiving the description when the evaluation service object includes determining whether the user meets target criteria, wherein the target criteria being is selected from the class a group consisting of:~~ targeted user, targeted user demographic, targeted user usage, targeted user brand, targeted user market.

11. (Currently amended) The method of claim 8 wherein the pre-conditions are selected from ~~the class a group consisting of:~~ purchase of an item, purchase of a quantity of an item, purchase of at least two different items.

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12. (Currently amended) The method of claim 8 wherein ~~requesting promotions from the application server comprises:~~  
the evaluation service object includes determining a category of items for display for the client system; and  
~~requesting promotions from the application server in response to the category of items.~~

13. (Currently amended) The method of claim 8 further comprising ~~transmitting a plurality of items to the client system for display;~~  
~~wherein requesting promotions from the application server comprises requesting promotions from the application server in response to the plurality of items.~~  
wherein the evaluation service object evaluates a shopping category associated with the user .

14. (Currently amended) The method of claim 8 further comprising ~~receiving a selection of a trigger item from the client system; and~~  
~~wherein requesting promotions from the application server comprises requesting promotions from the application server in response to the trigger item.~~  
wherein the evaluation service object evaluates a shopping cart associated with the user .

15. (Original) A method for an application server comprises:  
receiving ~~[[an]]~~ a specification of an electronic incentive from a central server,  
wherein the specification of the electronic incentive including includes a pre-condition and a benefit;  
creating an instance of the electronic incentive for a user in response to an invocation of an evaluation service object by a merchant server for determining electronic incentives for a user receiving a request from a merchant server for electronic incentives;  
receiving a query for a description of the instance of the electronic incentive  
providing a description of the electronic incentive to from the merchant server in response to the request, wherein the description including a description of includes the pre-condition and the benefit;  
receiving an invocation of an amount of savings method of a service object from the merchant server to determine a savings for the user, wherein  
receiving from the merchant server a selection by a user of at least one item;  
determining whether the selection of the one item fulfills the pre-condition;  
when the selection of the one an item placed in a shopping cart associated with the user in the merchant server fulfills the pre-condition, providing the merchant server with the amount of savings method indicates the benefit to the user in the merchant server [[:]] , and  
when the selection of the one item fulfills the pre-condition, recording that the electronic incentive has been used.

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16. (Original) The method of claim 15 wherein the request from the merchant server also includes a description of a shopping category of a user.

17. (Original) The method of claim 15 wherein the request from the merchant server also includes an indicator of items previously selected by the user or currently displayed to the user.

18. (Currently amended) The method of claim 15 wherein the pre-condition comprises purchase of the [[one]] item.

19. Canceled.

20. (Currently amended) The method of claim 15 further comprising ~~forwarding the recording~~ indicating that the electronic incentive has been used to a centralized server.

21. (Original) The method of claim 15 wherein the application server and the merchant server are co-located.